AN INVESTIGATION INTO THE RELATIONSHIP BETWEEN GEOGRAPHICAL INDICATION (GI) AND CONSUMER PERCEPTION OF QUALITY

BETHAN MORGANS

Does Geographical Indication Improve Marketing Opportunities for Origin-based Products such as Welsh Whisky?

WHAT IS GEOGRAPHICAL INDICATION?

Belleti et al, 2017

‘Geographical Indications (GIs) are a form of intellectual property rights, intended to protect, strengthen and maintain the reputation and quality of a product from a particular geographical region’.

AIMS

- **The proposed study will aim to address the following questions:**

1. Do consumers show preference to products or in particular whiskies with geographical indication?
2. Is there a demand for products or whiskies with geographical indication in the global market?
3. Are consumers in Wales more likely to purchase Single Malt Welsh Whisky than consumers in other countries?
4. What whisky characteristics are most likely to influence consumer perception of quality?

RESEARCH DESIGN & METHOD

Design

- Descriptive Research – Allison et al, 1996 'A way of gathering accurate and adequate descriptions of activities, objects, processes and persons'
- Survey Questionnaire – Fink, 1995 'A system for collecting information to describe, compare, or explain practices'

Participant/Sample

- Sample sourced via convenience Sampling
- Participants selected via non-probabilistic/accidental sampling

AREA OF LIMITED RESEARCH

- Consumer Quality Perception in Traditional Food: Parmigiano Reggiano Cheese (Silvestri et al, 2019)
- The influence of packaging on consumers' quality perception of carrots (Olesen and Giacalone, 2018)
- Consumer perception of meat quality and implications for product development in the meat sector (Grunert et al, 2004)

BIBLIOGRAPHY

- Ackroyd, S and Hughes, J. *Data Collection in Context* (1981) Longman.
- Allen, F., 2022. *Whisky Producing Countries: Germany - World Whisky Day*. [online] World Whisky Day. Available at: https://www.worldwhiskyday.com/german-whisky/ [Accessed 18 August 2022].
- Allison, B, O'Sullivan, T, Owen, A, Rice, J, Rothwell, A, Saunders, C (1996). *Research Skills for Students*. London: Kogan Page Limited.
- Belletti, G., Marescotti, A. and Touzard, J., 2017. *Geographical Indications, Public Goods, and Sustainable Development: The Roles of Actors' Strategies and Public Policies. World Development*, 98, pp.45-57.
- Bouma, G. D. and R. Ling, 2004. *The Research Process*. Oxford
- University Press, USA
- Businesscoot.com. 2022. *The whisky market - France | Businesscoot*. [online] Available at: https://www.businesscoot.com/en/study/the-whisky-market-france [Accessed 18 August 2022].
- European Union (EU) Regulations – *Spirit Regulations* 2019. [online] Available at: https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32019R0787&rid=6 [Accessed 18 August 2022].
- Fink, A, (1995). *How to Analyse Survey Data*. London: SAGE publications.
- GOV.UK. 2022. *Protected geographical food and drink names: UK GI schemes*. [online] Available at: https://www.gov.uk/guidance/protected-geographical-food-and-drink-names-uk-gi-schemes [Accessed 18 August 2022].

- Kerr, M (2014). *Choosing the Right Statistical Test.* 1st Ed. London.
- Laerd Statistics (2013). *Chi-Squared Test for Association Using SPSS Statistics.* Available: https://statistics.laerd.com/spss-tutorials/chi-square-test-for-association-using-spss-statistics.php. Last accessed: 14th March 2016.
- Medeiros, M., Passador, C. and Passador, J., 2016. *Implications of geographical indications: a comprehensive review of papers listed in CAPES' journal database*. *RAI Revista de Administração e Inovação*, 13(4), pp.315-329.
- Olesen, S. and Giacalone, D., 2018. The influence of packaging on consumers' quality perception of carrots. *Journal of Sensory Studies*, 33(1), p.e12310.
- Phillips, L., 2022. *Penderyn Whisky reports strong French sales as it eyes export market growth*. [online] Business Live. Available at: https://www.business-live.co.uk/economic-development/penderyn-whisky-reports-strong-french-24239834 [Accessed 18 August 2022].
- Rotherfort-Maranda, G. (2015). Synthese. *On the Correct Interpretation of P-values and the Importance of Random Variables.*
- Silvestri, C., Aquilani, B., Piccarozzi, M. and Ruggieri, A., 2019. Consumer Quality Perception in Traditional Food: Parmigiano Reggiano Cheese. *Journal of International Food & Agribusiness Marketing*, 32(2), pp.141-167.
- Spielmann, N., 2015. *Anything but typical: how consumers evaluate origin products based on their cues. International Journal of Wine Business Research*, 27(1), pp.23-39.
- SPSS 22 (IBM SPPSS statistics 22 for Windows IBM Corporation, New York)
- The Scotch Whisky Regulations, 2009. [online] Available at: https://www.legislation.gov.uk/uksi/2009/2890/contents/made [Accessed 18 August 2022].